Amendments to the Claims:

1-47. canceled.

48. (currently amended): A method of linking an image to metadata contained in
a network resource, said method comprising:

receiving data corresponding to an image;

correcting or adjusting for ~~changing~~ a geometric orientation of the data; and then

calculating a fingerprint or signature as an ~~plural-bit~~ identifier from the corrected
or adjusted for ~~changed~~ data;

providing at least a sub-set of the fingerprint or signature ~~plural-bit identifier~~ to a
network resource to identify metadata associated with the image, wherein the metadata is
associated with - but separate from - the fingerprint or signature and the image data; and

receiving from the network resource at least some of the metadata associated with
the image.

49. (previously presented): The method of claim 48, wherein the metadata
comprises at least one of a URL, image, audio or video.

50. (currently amended): The method of claim 48, wherein correcting or
adjusting for ~~changing~~ a geometric orientation of the data comprises at least one of
scaling, rotating or ~~and~~ translating.

51. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving image data;

~~changing~~ correcting or adjusting for a geometric orientation of the image data;

interrogating a network resource through use of <u>a fingerprint or signature derived or determined from</u> inherent attributes of ~~the changed~~ image data to identify metadata associated with the image data<u>, wherein the metadata is associated with - but separate from - the fingerprint or signature and the image data</u>; and

providing identified metadata.

52. (currently amended): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating **or [[~~and~~]]** translating.

53. (currently amended): The method of claim 51, wherein the identified metadata comprises at least one <u>item from a group comprising:</u> ~~of~~ a URL, image, audio and video.

54. (currently amended): A method of linking an image <u>or video</u> to metadata contained in a network resource comprising:

receiving image <u>or video</u> data from a wireless device;

correcting for distortion in the received image <u>or video</u> data; <u>and then</u>

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comparing <u>a fingerprint or signature representing</u> inherent characteristics of the corrected image <u>or video</u> data to a plurality of ~~image~~ records, wherein each ~~image~~ record includes at least image <u>or video</u> characteristics;

upon a successful match with <u>a</u> ~~an image~~ record, identifying metadata associated with <u>– but separate from – the fingerprint or signature and</u> at least one of the ~~image~~ record <u>or</u> ~~and~~ image <u>or video</u> data; and

providing identified metadata to the wireless device.

55. (currently amended): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio **<u>or</u> [[and]]** video.

56. canceled.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (currently amended): <u>A method of linking an image to metadata contained in a network resource, said method comprising:</u>

<u>receiving data corresponding to an image;</u>

<u>correcting or adjusting for a geometric orientation of the data,</u> ~~The method of claim 48~~ wherein the image comprises an orientation component steganographically embedded therein, and wherein said <u>correcting or adjusting for</u> ~~changing~~ utilizes the orientation component<u>;</u>

calculating a fingerprint or signature identifier from the data;

providing at least a sub-set of the identifier to a network resource to identify

metadata associated with the image; and

receiving from the network resource at least some of the metadata associated with

the image.

59. (currently amended): The method of claim 51 wherein the image data

comprises an orientation component steganographically embedded therein, and wherein

said correcting or adjusting for changing utilizes the orientation component.

60. (currently amended): A method of linking media to metadata contained in a

network resource, said method comprising:

obtaining data corresponding to a media signal;

changing correcting for or realigning a geometric or alignment characteristic of

the data representing the media signal; and then

deriving a fingerprint or signature from the corrected for or realigned data

representing the changed media signal;

interrogating a network resource with at least a sub-set of the fingerprint or

signature **to** identify metadata associated with the media signal; and

providing at least some of the identified metadata associated with the media

signal.

61. (currently amended): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said <u>correcting for or realigning</u> ~~changing~~ utilizes the orientation component.

62. (currently amended): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio <u>or</u> [[and]] video.

63. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

    obtaining media;

    ~~changing~~ <u>realigning or adjusting for</u> a geometric orientation or alignment characteristic of the media;<u> and then</u>

    interrogating a network resource through use of<u> a fingerprint or signature derived or determined from</u> inherent attributes of the ~~changed~~ media to identify metadata associated with the media; and

    providing <u>or receiving</u> identified metadata.

64. (currently amended): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said <u>realigning or adjusting for</u> ~~changing~~ utilizes the orientation component.

65. (currently amended): The method of claim 63, wherein the metadata comprises at least one <u>item from a group comprising:</u> ~~of~~ a URL, image, audio and video.

66. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

correcting for distortion in the media; <u>and then</u>

interrogating a network resource through use of <u>fingerprint or signature</u> attributes calculated or derived from the corrected media to identify metadata associated with the media; and

providing <u>or receiving</u> identified metadata.

67. (previously presented): The method of claim 66 wherein the media comprises a steganographic orientation component, and said correcting utilizes the steganographic orientation component.

68. (currently amended): The method of claim 66 wherein the attributes comprise at least one of a hash, fingerprint **<u>or</u> [[and]]** signature.

69. (previously presented): The method of claim 51 wherein the inherent attributes of the changed image data comprise a plural-bit identifier.

70. (previously presented): The method of claim 69 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

71. (previously presented): The method of claim 63 wherein the inherent attributes of the changed media comprise a plural-bit identifier.

72. (previously presented): The method of claim 71 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

73. (previously presented): The method of claim 66 wherein the attributes comprise a plural-bit identifier.

74. (previously presented): The method of claim 73 wherein the plural-bit identifier is derived or calculated from the media as a fingerprint, hash or signature.